

The Colonial Energy Shares
Congratulates Diversified Mutual
Funds, Ltd., on the Opening of Their
New Office in Torrance

**ARE YOU INTERESTED IN
INVESTING IN ENERGY?**

Send for Prospectus and other descriptive material describing
an investment in:

COLONIAL ENERGY SHARES

Congratulations to Diversified
Mutual Funds, Ltd., Torrance, 1959
from Incorporated, Est. 1925

INCORPORATED INVESTORS
Investing With the Objective of Growth

INCORPORATED INCOME FUND
INVESTING WITH THE OBJECTIVE OF
INCOME NOW

Best Wishes and Welcome to Torrance's
Newest Addition to the Financial
Community, Diversified Mutual Funds, Ltd.

KEYSTONE CUSTODIAN FUNDS
INCOME NOW — INCOME LATER
Bond Funds-Objective: Conservation of Capital & Income
Stock Funds-Objective: Long-term growth of Principal plus
income.

Fully Managed Fund-Objective: Growth Specialization
Income-Objective: Income plus long term capital growth
Keystone Canadian-Investment in Canadian securities

Our Congratulations and Best Wishes
to Diversified Mutual Funds, Ltd.,
on the Opening of Its Torrance Office

AMERICAN MUTUAL FUND
OBJECTIVES: Income Conservation of Principal, Long-Term
Capital Growth.

INVESTMENT COMPANY OF AMERICA
Objectives: Long Term Capital Growth

INTERNATIONAL RESOURCES FUND, INC.
Investments in Natural Resources, wherever located

**WASHINGTON MUTUAL INVESTORS
FUND, INC.**
Objective: Current Income and Preservation of Capital Possible
growth

AMERICAN FUNDS DISTRIBUTORS, INC.

We Extend Greetings and Congratulations
to Diversified Mutual Funds, Ltd., on
Its Torrance Opening

NATIONAL SECURITY SERIES
BOND — DIVIDEND STOCK — PREFERRED STOCK
GROWTH STOCK — BALANCED-INCOME

with Objectives of
INCOME NOW, LONG TERM CAPITAL GROWTH
BUILDING RESERVES

NATIONAL SECURITIES & RESEARCH CORP.

Dreyfus Fund Welcomes the Opening of
Diversified Mutual Funds, Ltd., of Torrance



The Dreyfus Fund is a mutual
investment fund in which the management
hopes to make your money
grow and takes what it con-
siders sensible risks in that
direction.

To Torrance and the South Bay's
DIVERSIFIED MUTUAL FUNDS, LTD.

CONGRATULATIONS, BEST WISHES

IGF
INSTITUTIONAL GROWTH FUND

This Mutual Fund has invest-
ments which are selected for
growth and capital gain possi-
bilities. You can get a free copy of
the booklet-prospectus describing
this Mutual Fund from your local
dealer or by writing:

For Prospectus and Descriptive Literature of Each
of These Funds, Call, Write or Visit Diversified Mutual
Funds, Ltd., at 1334 Post Avenue, FA 0-0332

**Diversified Mutual
Slates Open House**



HANLEY ROGERS
... Open House Host

Torrance welcomes its first
brokerage house and the South
Bay Area the first firm of its
type with the inaugural festivi-
ties on Sunday, Sept. 13, from
2 to 5 p.m. of Diversified Mut-
ual Funds, Ltd., at 1334 Post
Ave.

Open House will be hosted
by Hanley Rogers, district
manager of the new office, as-
sisted by his staff of licensed
representatives. Refreshments
will be served and all resi-
dents of the entire South Bay
district have been invited to
attend.

Diversified, created to fill
the needs of investors of mod-
erate means, has division of-
fices in Los Angeles, Long
Beach, and San Diego and
plans 10 more offices within
the year. The new Torrance of-
fice will handle over 100 mut-
ual funds and all stocks and
bonds and will render a com-
plete financial planning and
brokerage service. Firm is a
member of Pacific Coast Stock
Exchange and is affiliated with
New York financial circles

through its correspondent,
Mitchum, Jones — Templeton,
N. Y. Stock Exchange mem-
bers.

TORRANCE CHAMBER of
Commerce and business men
of the South Bay have extend-
ed a cordial welcome to the
new enterprise which is de-
signed to fill a long-felt need
for investment representation
of this type.

Rogers, popular head of the
new office, is well-known in
financial and investment cir-
cles and has been prominent
in civic affairs. He is a mem-
ber of the Torrance and Lom-
ita Chambers, president of
Toastmasters Club, board
member of Torrance - Lomita
Red Cross, and investment ad-
visor to Torrance YMCA. He is
a graduate of U. of Michigan
graduate school and served as
a naval Lieutenant in World
War II.

Dean L. Sears, former V.P.
and branch manager of Bank
of America, who will serve the
Torrance area, Stanford Mor-
ris for Redondo Beach, Joe
Peascoe for San Pedro, Bob
Hickman for Manhattan Beach,
Vi Norton for El Segundo and
Flora Hameetman for Lomita,
comprise the firm's staff of
licensed representatives.

Firms cooperating with Di-
versified's opening include:

NATIONAL SECURITIES

Combined net assets of the
National Securities Series of
mutual funds amounted to
over \$479,000,000 on Aug. 31,
1959, it was announced by
Henry J. Simonson, Jr., presi-
dent of National Securities &
Research Corporation which
sponsors and manages the sev-
en open-end mutual funds com-
prising the Series.

One of the largest groups of
mutual funds in the country,
National Securities has more

than 180,000 shareowner ac-
counts. Since inception in 1940
through its latest fiscal year,
over \$115 million in dividends
representing investment in-
come and over \$62 million
realized from net securities
profits have been paid to their
shareowners by the combined
funds.

AT THE END of its first fis-
cal year on April 30, 1941, the
Series had 712 shareowner ac-

counts and less than \$1.1 mil-
lion in assets. On April 30,
1950, the number of share-
owner accounts had increased
to 42,846 and combined net
assets of the seven funds had
mounted to \$62.6 million. In
April of 1955, shareowner ac-
counts totaled 95,184 and
combined net assets had fur-
ther increased to \$233.8 mil-
lion.

Simonson noted that, where-
as California accounted for
about 10 per cent of the per-
sonal income created in the
country in 1958, sales of mut-
ual funds in the State account-
ed for over 15.5% of the na-
tional total in the same year,
according to data compiled by
the National Association of
Investment Companies.

Commenting on the business
and market outlook, Simonson
reported that it was the op-
inion of the organization which
manages the funds that stock
prices as measured by widely
used price averages and index-
es had not yet reached the
high point of the year.

INCORPORATED INVESTORS

Incorporated Investors, one
of the country's three original
mutual funds, extended, this
week, its congratulations to
Diversified Mutual Funds on
the opening of its new office
in Torrance. From the time it
was founded in Boston in 1925
Incorporated Investors has
watched the steady growth of
mutual funds from state to
state and town to town. It wel-
comes the opening of another
office, the new office in Tor-
rance, as yet one more fine en-
dorsement of the ever growing
favor mutual funds enjoy in
this country today.

When Incorporated Invest-
ors started business thirty-
four years ago, it had total
assets of only \$100,000 and
but a handful of stockholders.
For the next year or so not
many investors outside the
New England area, and few if
any as far away as California,
were aware of the mutual fund
idea. Today, the Fund's \$325-
000,000 total net assets are
owned by more than 67,000
representing every state in the
union and a number of foreign
countries. More of its shares
are owned in California than
in any other state except Wis-
consin.

DREYFUS FUND

The Dreyfus Fund is a mut-
ual fund in which the manage-
ment hopes to make your
money grow and takes what it
considers sensible risks in that
direction. During the six
months ended June 30, 1959,
The Dreyfus Corporation, act-
ing as distributor, sold 1,599-
188 shares of capital stock of
the Fund.

Jack J. Dreyfus, Jr., presi-
dent, stated in a letter to share
holders: "In the year between
June 30, 1958 and June 30,
1959, the total assets of the
Fund rose from approximately
\$22 million to \$65 million. This
sort of growth — the result of
market appreciation and pur-
chases by investors — is re-
markable and gratifying, but it
carries with it increased re-
sponsibilities. Your manage-
ment is making every effort to
increase its facilities and abili-
ties to handle a larger fund."

Currently, total net assets

of the Dreyfus Fund are in
excess of \$72 million. Div-
idends are payable quarterly.

COLONIAL ENERGY

On underwriting for some
\$15 million of additional capi-
tal was recently completed for
Colonial Energy Shares, Inc.
The receipt of this new money
will enable Colonial Energy
Shares to further diversify
their list of investments.

In addition to investments
in the oil and gas fields, the
broadened investment policy
of Colonial Energy Shares
gives the company flexibility
to invest in electric energy,
nuclear energy, petrochemi-
cals, high energy fuels, engi-
neering, research and other ac-
tivities related to the field of
energy.

Under the same portfolio
management is the Colonial
Fund which was originally in-
corporated in 1904.

KEYSTONE FUNDS

The Keystone Funds were
established in 1932 to provide
a management service in the
selection and supervision of
securities by classes. The com-
bined assets of these funds
had a market value of more
than \$400 million on Jan. 1,
1959 and were owned by more
than 91,000 investors.

Keystone Funds comprise
four Bond Funds with an ob-
jective of protection of capital
and present income return and
four common stock funds.
They also have a fully man-
aged Growth Fund, an Income
Fund, and a Canadian Fund.

INSTITUTIONAL SHARES

Institutional Shares, Ltd., or-
iginally incorporated in 1936,
is under the sponsorship of
Hare's Ltd., which also spon-
sors Institutional Income Fund,
Inc., and Canadian Internation-
al Growth Fund, Ltd.

Institutional is made up of
four classes of shares:

Institutional Bank Fund,
which invests in the securities
of U.S. banks and trust com-
panies having a combined capi-
tal and surplus of \$5 million
or more.

Institutional Insurance Fund
invests exclusively in the se-
curities of U.S. insurance com-
panies having a combined capi-
tal and surplus of \$5 million
or more.

Institutional Foundation Fund
Institutional Foundation
Fund which has an objective
of long term growth of income
and capital. And Institutional
Growth Fund which is a diver-
sified common stock fund.

CAPITAL RESEARCH

With objectives ranging from
conservative long-term growth
to investments in natural re-
sources, wherever located, the
four funds managed by Capital
Research and Management Co.
now have assets of over \$300
million and close to 100,000
shareholder accounts.

These funds; American Mut-
ual Fund, Inc., International
Resources Fund, Inc., The In-
vestment Company of Amer-
ica, and Washington Mutual
Investors Fund, Inc. are a vital
part of the \$15 billion Ameri-
can mutual fund industry.

With the opening in Tor-
rance of Diversified Mutu-
al Funds, Ltd. investors in Tor-
rance and the South Bay area
have an opportunity to partici-
pate in this dynamic and grow-
ing industry.



OPEN HOUSE SET . . . New offices of Diversified Mutual Funds, Ltd., at 1334 Post Ave.
will be the scene of an open house Sunday afternoon from 2 to 5. District Manager
Hanley Rogers and members of his staff will be on hand to greet visitors during the
afternoon.

You are
Cordially Invited
to Attend
**OPEN
HOUSE**
1334 POST AVENUE
TORRANCE

Sunday September 13th
2 P.M. to 5 P.M.

**DIVERSIFIED
MUTUAL FUNDS, LTD.**

MEMBER PACIFIC COAST STOCK EXCHANGE

Hanley Rogers

Stan Morris Dean L. Sears
Flora Hameetman Violet Norton
Bob Hickman Joe Peascoe